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## TOURISM NEWSLETTER #4

Dear Members

**Jeffreys Bay is a world-wide brand name, promoted by Jeffreys Bay Tourism as preferred holiday destination, but what does the Jeffreys Bay Brand mean?**

### 1. Surf Culture & Freedom

Jeffreys Bay is internationally recognized as a surfing mecca. The brand evokes a lifestyle of freedom, adventure, and connection to the ocean. “J-Bay” symbolizes the laid-back, barefoot culture of wave-chasers and beach lovers from around the world.

**Brand Essence:** "Ride the Wave of Life"

### 2. Nature's Playground

The town is nestled between pristine beaches, dune fields, and rich biodiversity. The Jeffreys Bay brand is synonymous with natural beauty, wildlife, and conservation—ideal for eco-tourism, marine exploration, and tranquil getaways.

**Brand Values:** Sustainability | Tranquillity | Wild Beauty

### 3. Local Craft & Community

J-Bay is also home to a strong artisanal and entrepreneurial spirit, with local surf brands, handmade leather shops, and a thriving creative economy. The brand supports and showcases authentic South African culture and craftsmanship.

**Cultural Identity:** Proudly Local, Globally Loved

### 4. Gateway to the Garden Route

As a key destination along South Africa's scenic Garden Route, Jeffreys Bay acts as a welcoming hub for regional tourism, offering both accessibility and uniqueness in the broader tourism landscape.

**Brand Positioning:** Iconic coastal stop with global surf appeal and small-town heart.

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#### In Short:

**Jeffreys Bay is more than a destination—it's a lifestyle.**

It represents **freedom, authenticity, natural wonder**, and a **vibrant local soul** that speaks to both global travellers and proud locals.

Kind regards

Jeffreys Bay Tourism Management Team